

# Parking Management Advisory Task Force

## Integrated Parking Plan - Pricing

February 21, 2013

# Purpose

- To develop a rate setting policy that can guide and inform reasoned and “best practice” decision-making for parking rates in public parking in downtown Tacoma.
- A policy that supports an integrated plan for rate setting: on and off-street. An integrated plan ensures that rate decisions in either type of supply supports maximizing inventory and growing visitor parking.
- A policy that is demand based and, at minimum, covers operating costs.
- Provide flexible decision-making guidelines and triggers

# Best Practices

Best practices in parking management would suggest that parking rates are adjusted periodically to assure the following:

- Guiding Principles are consistent for on and off-street (visitor priority).
- Reflect market demand. This would use the 85% occupancy standard as a decision-making trigger for adjusting rates.
- Cover normal (and reasonable) annual increases in operating costs of the system for which a fee is assessed (e.g., on-street meter system, off-street lot and/or garage).
- Provide for future need. This would include normal capital planning and projected growth in the system.
- Balance supply. Using the on-street system to minimize surpluses in public off-street supply.
- Consider rates in place in comparable cities.

# Recommendations – General Policy

The following are recommended for inclusion in the Integrated Plan:

- Adopt rate ranges
- Rate changes are administrative by City Manager (a) within ranges and informed by (b) measurement criteria and (c) Parking Manager and PMATF.
- Standardize the “visitor” hourly rate (on and off-street). Off-street visitor parking pegged to on-street.
- Adopt “use/mix targets” by off-street facility. Classify goal for each parking facility and manage to targets by demand.
- Strategically control the sales of monthly parking.

# Recommendations - Operational

Rate metrics:

- Cost to operate (includes planning for equipment life cycles and growth)
- Occupancy/demand (85% Rule)
- Market competitiveness (comparable cities)

# Recommendations - Process

- *Annually* review rates and adjust as needed in accordance with established performance metrics for its publicly owned off-street parking, with particular emphasis on assuring consistency with documented variations in normal operating costs.
- *Bi-annually* review and adjust rates as needed in accordance with adopted performance metrics for its publicly owned on-street parking, with particular emphasis on assuring consistency with documented variations in normal operating costs.
- Integrate routine assessments of occupancy performance (85% Rule) into both annual and bi-annual rate evaluations.
- Update and compare with “peer cities

Questions?